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Hudson Valley Gardening

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in the interest of better
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use of flowers



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No. 1

"Mrs. David Lloyd George"

Announcing the Dissemination of the new Single Violet

Ever since the Violet industry had its beginning in Rhinebeck some forty years ago, just one variety has been grown and that is the fine double Violet, Marie Louise.

Feeling that an importation of fresh stock would benefit the industry, a member of this company went to England in 1924 and brought to this country under Federal Permit stock of four new Violet varieties which have been carefully tried out in our Violet department.

None of the double varieties are valuable enough to supercede the old reliable Marie Louise but the one new single "*Mrs. David Lloyd George*" has attracted national attention.

A picture of it is shown opposite, the specimen in the upper right being actual size, while the other shows the double center which is the big feature of this flower.

(Continued on Page 2)



for Valentines



FRESH
DOUBLE
VIOLETS

The Ideal CORSAGE

Large size \$3.50 postpaid
Small Bunch \$2.50 complete
100 single Violets \$5.00

"DE LUXE" Valentine Box
consisting of
one fine Violet Corsage and a
beautiful assortment of
Spring Flowers
\$5.00

Box assorted flowers
\$2.00

Order Early

RHINEBECK FLORAL COMPANY

MRS. DAVID LLOYD GEORGE—Continued

This Violet was given a gold medal at the New York Flower Show last spring besides many other prizes and blue ribbons and the horticultural trade papers hail it as the coming commercial variety.

We have an entire greenhouse planted to this variety and it is indeed a very fine sight to see. The plants are vigorous and the flowers fragrant with stems 6 in. to 8 in. long. Plants of it will be sold beginning September 1st this year and we would be glad to send full details to anyone interested.

Come to the Violet range at 68 Chestnut street any time and see them in bloom.

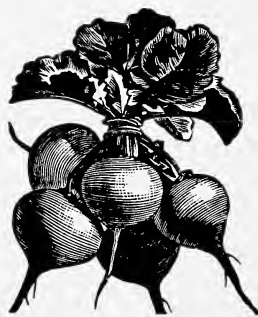


Two Birds in the Bush

By VESTA V. V. COON

To those who love birds, two birds in the bush are worth more than one bird in the hand or on the wing. To have a bird in the bush you must have the bush and bushes are certainly essential if you want birds on your window feeding board.

I have noticed at my kitchen window feeding station that the little feathered friends want a friendly bush very near the house that they can use as a vantage point to fly to and from when they are feeding. So I say to all the bird lovers that you encourage the birds by planting plenty of berry bearing shrubbery and if you will write me I will send a list of shrubs that birds like best.



Fresh Vegetables

We dislike to intrude obvious advertising matter in these columns but we think it would not be out of place to mention here that we now have a good supply of greenhouse grown radishes for sale at 10c the bunch. Also other vegetables. Phone 10-J and we will deliver. By mail to our out-of-town customers.



Some Leaves

From the Editor's Notebook

"I Didn't Know You Grew Violets"

Every once in a while a customer comes in our retail shop and in the course of conversation the remark above will be made and for that reason we thought it might be interesting to devote this issue of Hudson Valley Gardening to telling some things about our wholesale violet trade.

Besides our three greenhouses and nursery we have a completely equipped range of five violet houses at 68 Chestnut St., and another house in the course of erection. We ship our Violets to florists in 24 states and we have introduced several new features into the shipping of violets such as the exclusive shipping tray shown in the picture on page 4.

It is with a great deal of satisfaction and perhaps some pardonable pride that we also are able to announce the introduction of the new single Violet, of which we have the only stock in this country. If you are at all interested in Violets we hope you will come and see the new varieties in bloom.

Peculiarly appropriate, too, is the fact that this Violet issue should come in February which is the great Violet month when everyone wants a nice corsage for Valentine's Day.

Our trade in the weekly flower service continues to grow. Every day in the week we are shipping out these boxes of cheer which some folks buy for themselves and some folks send to shut-ins. Only \$1.75 per week delivered to New York City and vicinity.

NELSON COON.

Hardy Garden Flowers

For Beauty and Cutting

Winter is the time to plan for your garden next summer and if you haven't already either a bed or border of the hardy garden flowers (perennials) you should certainly decide now to make at least a beginning.

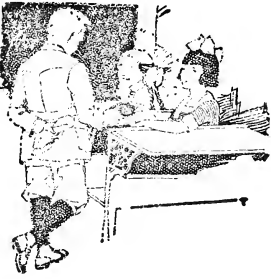
With a little care in choosing the varieties you can be sure of constant bloom all summer and for many seasons to follow and only a minimum of care.



Within the limits of this short space we can but mention and describe a couple of varieties. The picture just above is of the early and everblooming white phlox, "Miss Lingard". It has many features to commend it such as fine foliage, rapid growth and large flowers. It could easily form a starting place for any border.

Just below is pictured the yellow day Lily, *Hemerocallis flava*. There are several varieties of this lily and a succession of bloom can be obtained by planting some plants of each. One variety is delightfully fragrant. The plants multiply rapidly and a little money invested will soon bring large returns in flowers.





"When
we
were
a
couple
of
kids"

What does the observance of Valentine's Day signify? Well—let us see.

When we were a couple of kids it was the one time in the year when we could openly declare which girl we liked best. And a little fun mixed in with it.

But with the older folks it is an opportunity to do a kind deed and show someone she is not forgotten. It indicates a joy in life, contentment and time to think of other things than mere business.

That this is the truth is borne out by the fact that Valentine's Day is much more widely observed in the cities of the middle west than in busy, blase New York and the East. We know that this is so from the greater business that is done by florists in the West at this holiday and which our records clearly show. It is a known fact that in New York City Valentine's Day hardly causes a ripple of interest. New Yorker's must "have a heart" but it gets badly crushed in the bustle of Wall Street.

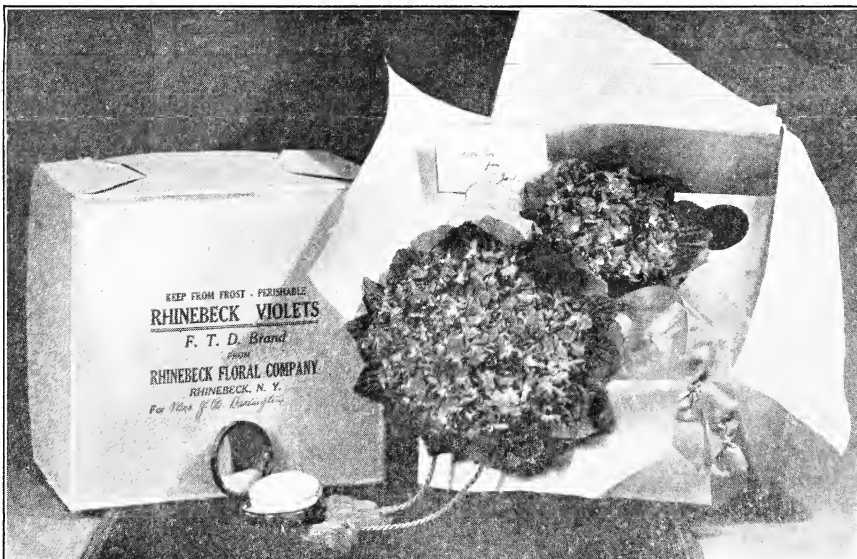


February Price List of Cut Flowers

	Per Dozen
Daffodils...	\$2.00, \$1.50 & \$1.00
Carnations.....	\$2.00 and \$1.50
Roses.....	\$4.00 and \$3.00
Calendulas, Orange.	\$1.00 & 75c
Sweet Peas.....	75c & 50c
Narcissus, yellow	\$2.00
Freesias	75c
Fragrant Stock	\$1.00
Forgetmenot, per bunch....	25c
Primroses, yellow, bunch...	50c
Violets.....	(See other advs.)

Order early to avoid disappointment

Rhinebeck Floral Co.



The lower bunch is the large corsage of 100 blooms that is advertised on page 2. Mailed for Valentines for

\$3.50

